

CLR Formulation Concepts

Come As You Are – Balancing Body Cream OW

Changing temperatures and hot showers can unbalance the skin. Our **Come As You Are – Balancing Body Cream OW** supports skin with a smart combination of three highly effective active ingredients to provide skin with all it needs to feel and look moisturized all day long.

AnnonaSense CLR™ reduces sensitivity and itching. It sustainably stabilizes a healthy homeostasis in skin, improving skin appearance and perception of well-being. **Vitamin F forte** works as a skin conditioner and supplies the skin with essential ingredients for it to recreate its barrier function. **MultiMoist CLR™** compensates for a lack of vitamin D, promotes epidermal differentiation and provides the skin with a healthy level of hydration and smoothness.

Directions for use: Apply on your body and gently massage into the skin.



Featured Products

AnnonaSense CLR™ – Adaptogenic approach for skin health



AnnonaSense CLR™ provides the skin with means to establish a sustainable homeostatic balance, improving skin health and well-being. The potent adaptogenic action of AnnonaSense CLR™ supports the skin's endocannabinoid system by activating the CB2 receptor. Through this action, it reduces inflammatory processes induced by TRPV1. Histamine-, as well as TNF α /Substance P-induced stress is down-regulated and the expression of a vital detrimental receptor in skin, IL-31RA, is decreased. AnnonaSense CLR™ makes the skin less sensitive and more balanced, even itch is perceptibly reduced. Skin appearance is improved and the perception of well-being and quality of life is enhanced.

AnnonaSense CLR™ is obtained from *Annona Cherimola*, common name Cherimoya, an edible fruit originating from South America.

Dosage: 3.0%
pH range: > 5.2

INCI Name:
Annona Cherimola Fruit Extract

AnnonaSense CLR™
is preserved with
sodium dehydroacetate and
phenylpropanol.

MultiMoist CLR™ – Mapping the moisturization puzzle



MultiMoist CLR™ activates production of the vitamin D receptor (VDR) and promotes the VDR's activation. MultiMoist CLR™ also potentiates the effect of vitamin D. As a consequence the skin becomes more moisturized. By making use of 5 different objective instrumental approaches, the immediate and long term moisturizing properties of MultiMoist CLR™ were convincingly proven. Additionally, the activity of MultiMoist CLR™ was proven in a consumer study, where the subjective improvement of skin moisture content, skin smoothness and the look of skin were confirmed.

MultiMoist CLR™ consists of a powerful synergistic blend of fructooligosaccharides and beta vulgaris (beet) root extract.

Dosage: 3.0%
pH range: 3.0–8.0

INCI Name:
Fructooligosaccharides, Beta Vulgaris
(Beet) Root Extract, Water

MultiMoist CLR™
is unpreserved.

Vitamin F forte – Essential fatty acids nourishing skin



Vitamin F forte nurtures, protects and acts as a skin conditioner. It is particularly suitable for the treatment of dry, stressed and sensitive skin, potently supporting the skin in rebuilding and maintaining its natural healthy structure and functionality. Vitamin F forte also has some great benefits for hair.

Vitamin F forte contains natural polyunsaturated essential free fatty acids originating from safflower oil, with a particularly high content of linoleic acid.

Also available as **Vitamin F water-soluble CLR** in water-soluble form. In addition, essential fatty acids in ester form are available as **Vitamin F Ethyl Ester CLR** and **Vitamin F Glyceryl Ester CLR**.

Dosage: 0.5–3.0%

pH range: 3.0–10.0

INCI Name:

Linoleic Acid, Linolenic Acid

Vitamin F forte

is stabilized with a natural tocopherol concentrate.

CLR Formulation

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PHASE	TRADE NAME	INCI NAME	SUPPLIER	W/W %
A	Deionized Water	Water		ad 100
	Zemea	Propanediol	Primient Covation LLC	3.00
	Cosmedia SP	Sodium Polyacrylate	BASF	0.75
B	Eumulgin SG	Sodium Stearoyl Glutamate	BASF	0.75
	Emulgade PL 68/50	Cetearyl Alcohol, Cetearyl Glucoside	BASF	3.50
	Cutina GMS-V	Glyceryl Stearate	BASF	3.00
	MultiMoist CLR™	Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water	CLR	3.00
	Copherol F 1300 C	Tocopherol	BASF	0.04
	Cetiol OE	Dicaprylyl Ether	BASF	2.00
	Myritol 318 MB	Caprylic/Capric Triglyceride	BASF	5.00
C	Vitamin F forte	Linoleic Acid, Linolenic Acid	CLR	3.00
	Euxyl K 900	Benzyl Alcohol, Ethylhexylglycerin, Tocopherol	Ashland	0.80
D	AnnonaSense CLR™	Annona Cherimola Fruit Extract	CLR	3.00
E	NaOH (32%)	Water, Sodium Hydroxide		q.s.
F	Perfume Greeny Aloe Natura	Fragrance	Duellberg	0.25

Operating Instructions:

Mix A and B separately. Heat up to 80°C. Slowly add B to A while stirring. Cool down under stirring and add C/D below 30°C. Mix until uniform. Adjust pH-value to 6 with E. Add F as desired.

Directions for use: Apply on your body and gently massage into the skin.

The recommendations and formulations given are based on our knowledge and experience in the field of technical application. They are, to the best of our belief, correct, but are offered without obligation. Those who use our recommendations and formulations as well as those who process CLR Active Agents are themselves responsible for the adherence to prevailing statutory regulations and the observance of patent rights as well as other protective rights for other companies. This formula has been manufactured and stability-tested using a special preservative, but has not been subjected to microbiological challenge tests.

CLR

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